



WXYZ

# ORDER

Print Date 10/02/12 Page 1 of 3

Flight Dates **10/09/12-10/15/12**

Contract / Revision      **313504 / CAQHC Week 4 Add**

Original Date / Revision  
10/01/12    10/01/12

Advertiser **Citizens for Affordable Qual**  
**1322 G Street SE**  
**Washington, DC 20003**

Agency    **New Media Firm**

Buying Contact  
**1322 G Street SE**  
**Washington, DC 20003**

Product  
Agency Com    15%

Billing Contact

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep      00:20:00

Estimate #      **1689**

Alt Order #

Billing Type    Cash

Order Type    GENERAL

Billing Cycle   EOM/EOC

Billing Calendar BROADCAST

Demographic   A25-54

Rev Codes      POL      POL      ISS

Product Codes PL

Priority          P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 28%    Market Value 135446

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	33861
WDWB	%	0
WJBK	24%	32507
WKBD	3%	4063
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	20%	27089

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	31	\$32,236.25	\$37,925.00	0.00
<b>Totals</b>	<b>31</b>	<b>\$32,236.25</b>	<b>\$37,925.00</b>	<b>0.00</b>

## Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/15/12	31	\$32,236.25	\$37,925.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	WXYZ	10/09/12	10/12/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	- TWTF - -	:30	4	\$2,000.00	FX	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	- TWTF - -		4		\$2,000.00		0.00				
N 2	WXYZ	10/15/12	10/15/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	M - - - - -	:30	1	\$2,000.00	FX	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	M - - - - -		1		\$2,000.00		0.00				
N 3	WXYZ	10/10/12	10/12/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	- - W- F - -	:30	2	\$800.00	P-2	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				



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Page 2 of 3

Contract / Revision **313504** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/01/12/ 10/01/12

Order Sep 00:20:00

Advertiser **Citizens for Affordable Qua** Product **CAQHC Week 4 Add**

Estimate # **1689**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WXYZ	10/10/12	10/12/12	M-F 10a-11a M-F 10a-11a	CM	10-11am M-F	--W-F--	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W-F--					2	\$800.00		0.00			
N 4	WXYZ	10/09/12	10/12/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	-TWTF--	:30	4	\$1,500.00	FX	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$1,500.00		0.00			
N 5	WXYZ	10/15/12	10/15/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	M-----	:30	1	\$1,500.00	FX	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,500.00		0.00			
N 6	WXYZ	10/09/12	10/12/12	M-F 1p-2p The Chew	CM	1-2pm M-F	-TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$800.00		0.00			
N 7	WXYZ	10/15/12	10/15/12	M-F 1p-2p The Chew	CM	1-2pm M-F	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$800.00		0.00			
N 8	WXYZ	10/09/12	10/09/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	-T-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----					1	\$800.00		0.00			
N 9	WXYZ	10/15/12	10/15/12	M-F 2p-3p 2-3pm General Hospital	CM	2-3pm M-F	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$800.00		0.00			
N 10	WXYZ	10/09/12	10/12/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	-TWTF--	:30	4	\$1,000.00	P-3	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--					4	\$1,000.00		0.00			
N 11	WXYZ	10/15/12	10/15/12	M-F 3p-4p M-F 3p-4p	CM	3-4pm M-F	M-----	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,000.00		0.00			
N 12	WXYZ	10/09/12	10/11/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	-T-T---	:30	2	\$1,400.00	FX	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-T---					2	\$1,400.00		0.00			
N 13	WXYZ	10/15/12	10/15/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	M-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,400.00		0.00			
N 14	WXYZ	10/10/12	10/12/12	5p News 5-6pm M-F	CM	5-6pm M-F	--W-F--	:30	2	\$1,800.00	FX	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	--W-F--					2	\$1,800.00		0.00			
N 15	WXYZ	10/13/12	10/13/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Page 3 of 3

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Order Sep    00:20:00

Advertiser    **Citizens for Affordable Qua**    Product **CAQHC Week 4 Add**

Estimate #    **1689**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WXYZ	10/13/12	10/13/12	SA 130a-230a SA 130a-230a	CM	130am-230am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$175.00		0.00			
N16	WXYZ	10/14/12	10/14/12	SU 12a-1a SU 12a-1a	CM	12am-1am	-----S	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$250.00		0.00			
Totals														31	\$37,925.00